Learning Conversation Notes		
Name of Partner: KIISS – Kids	Date: July 26, 2005	
Involuntarily Inhaling Secondhand Smoke		
Number of Children Served:	Ages: 0 yr (27), 1 yr (20), 2 yr (7),	
72	3 yr (6), 4 yr (8), 5 yr (4)	
When Served:	Gender:	Ethnicity:
Jean to provide revised demographic #s	33-Male	39 - Caucasian
	36-Female	6 - African American
	3 -Unk	13 - Hispanic
		1 - Asian
		3 - Native American
		10 - Other

Conversation Participants: Jean Carter, Paul McIntyre, Judy Marston, Don Ferretti, Nancy Baggett, Heidi Kolbe, Dolleen Toms, Janey Crider

Outcomes:

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.

Performance Measures:

- Demographics broken down by age, gender, ethnicity, and when materials were received tabulated from questionnaires
- Number of collaborative projects and resulting activities
- Number of events where exhibits are provided including physical location and type of events
- Number of media stories on secondhand smoke and children's exposure
- Personal testimonials from parents or caregivers
- Number of trainings performed broken down by type of group and number of participants
- Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently
- Qualitative self assessment on program activities "lessons learned" along with follow up decisions
- Amount of materials distributed to major collaborators

What is this data telling us about achievement of outcomes?

Children 0-5 throughout the county are affected by KIISS message.

KIISS is hitting their target audience.

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What is this data telling us about achievement of outcomes? (Con't)

Cannot assume that sustainability of the message will continue. It is important to follow-up with all entities in case of employee turnover and other factors.

KIISS is generally working with organizations that we have worked with in the past.

Everyone is a potential messenger. Even very young children.

Using the Jamba Juice incentive has resulted in a 30% response rate to the mail out survey (16 of 48).

One person quit smoking as a result of the presentation.

People are hearing and learning from the message. Some are even changing their behavior. This infers that they are not exposing their children to a smoke environment.

People who have attended the training are telling others – for some this is new information.

In what ways will we apply what we have learned from our data?

KIISS is trying to partner with diverse partners. (ie. Smoke free cars) Barriers include Sales vs. community service. This indicates a need to develop a strategy to get to the decision maker of the organization.

It is helpful to get a visible spot during the fair/events.

Be especially aware not to be accusatory of the smokers. They are the ones who <u>need</u> to hear the message.

For next learning conversation, separate data on those who didn't smoke before from those who smoked.

Explore other ways to get the message out:

Nurturing of the reporters is essential to getting stories published. Use list serves as an alternate to publication, or self-published newsletters. Could be helpful to do a personal follow-up with Sac Bee Neighbors Disseminate the message to second and third tier media.

Using numbers and not percentages when reporting the data. It makes it easier to track data and make comparisons to the previous learning conversations.

Continue to spread the message. This is useful information and bears repetition.

Seek out more service clubs to help spread the message.

Other points that were made during the conversation:

Next Steps:

Rework gender/ethnicity breakdown for all children ages 0-5 and give to Nancy next week

Evaluate the schedule for agency training

Contact Tahoe Forrest Hospital / Tahoe WIC. Nancy will provide the directors name and phone number.

Work with Mike regarding refining the demographic matrix.

Identify a way to know quality control is being maintained with the message independent of KIISS

Follow-up with the applications relating to media

Next learning conversation